



Pinellas County

Legislation Details (With Text)

File #: 16-1061D **Version:** 1

Type: Delegated Item **Status:** Passed

File created: 11/3/2016 **In control:** Convention and Visitors Bureau

On agenda: 12/13/2016 **Final action:** 12/13/2016

Title: Tourism Promotion Agreement with Northeast Exchange Club of St. Petersburg, Florida, Inc. for Ribfest, a Fiscal Year 2017 Elite Event.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Tourism Promotion Agreement.pdf, 2. Risk Review Old Salt Fall, Ribfest & John's Pass Seafood.pdf

Date	Ver.	Action By	Action	Result
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Subject:

Tourism Promotion Agreement with Northeast Exchange Club of St. Petersburg, Florida, Inc. for Ribfest, a Fiscal Year 2017 Elite Event.

Recommended Action:

Approval and execution by the County Administrator of the Tourism Promotion Agreement with Northeast Exchange Club of St. Petersburg, Florida, Inc. for Ribfest, a Fiscal Year 2017 Elite Event.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Summary:

This Agreement is an Elite Event Sponsorship for the 2016 Ribfest, which is scheduled to take place November 11-13, 2016, in St. Petersburg.

Background/Explanation:

On August 23, 2016, the Board of County Commissioners approved the recommendation of the Tourist Development Council to fund the FY17 Elite Events for a total of \$1,525,000. In order to receive funding, these high-profile events must meet minimum criteria for room night generation, or attendance, as well as media and/or marketing exposure for the County.

In exchange for this monetary support, the Convention and Visitors Bureau (CVB) will receive tourism promotional benefits, which are detailed in Exhibit A of the Agreement.

Fiscal Impact:

Funding to support this Tourism Promotion Agreement in the amount of \$100,000 is provided through the CVB's Annual Operating Budget. The source of funding is the Tourist Development Tax.

Delegated Authority:

Authority for the County Administrator to sign the Tourism Promotion Agreements is granted under Code Section 2-62 (a)(1).

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Partners:

Tourist Development Council

Attachments:

Tourism Promotion Agreement